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**STATEMENT UNDER 37 CFR 3.73(b)**Application/Patent Owner Andrew Vilcauskas et al.Application No./Patent No.: 7,386,555Filed/Issue Date: June 10, 2008Titled: POST-SESSION INTERNET ADVERTISING SYSTEM

\_\_\_\_\_  
**ExitExchange Corporation**, a **Corporation**  
 (Name of Assignee) (Type of Assignee, e.g. corporation, partnership, university, government agency, etc.)

states that it is:

- The assignee of the entire right, title and interest in;
- an assignee of less than the entire right, title and interest in  
(the extent (by percentage) of its ownership interest is \_\_\_\_%); or
- the assignee of an undivided interest in the entirety of  
(a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 024244, Frame 0205, or for which a copy thereof is attached.

**OR**

B.  A chain of title from the inventor(s) of the patent application/patent identified above, to the current assignee as follows:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_, Frame \_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
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 Additional documents in the chain of title or listed on a supplemental sheet(s).

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act of behalf of the assignee.

  
 Signature  
 Kevin L. Russell  
 Printed or typed name

April 22, 2010  
 Date  
 Attorney  
 Title

This collection of information is required by 37 CFR 157. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

*If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.*

TO: KEVIN L. RUSSELL COMPANY: 601 SW SECOND AVE.



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UNITED STATES PATENT AND TRADEMARK OFFICE

**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE**



APRIL 16, 2010

PTAS

\*501150278A\*

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 04/16/2010

REEL/FRAME: 024244/0205

NUMBER OF PAGES: 6

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 8096

ASSIGNOR: VILCAUSKAS, ANDREW J., JR. DOC DATE: 05/24/2001

ASSIGNOR: BLOODGOOD, ROBERT D., III DOC DATE: 05/24/2001

ASSIGNOR: MIDDLETON, MATTHEW G. DOC DATE: 05/24/2001

**ASSIGNEE:** \_\_\_\_\_

EXITECHANGE CORPORATION  
921 SW WASHINGTON STREET  
SUITE 224  
PORTLAND, OREGON 97205

TO:KEVIN L. RUSSELL COMPANY:801 SW SECOND AVE.

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024244 / 0205 PAGE 2

SERIAL NUMBER: 12589778

PATENT NUMBER:

**TITLE: POST-SESSION INTERNET ADVERTISING SYSTEM**

FILING DATE: 10/26/2009

ISSUE DATE:

SERIAL NUMBER: 10784663

FILING DATE: 02/23/2004

PATENT NUMBER: 7386555

**TITLE: POST-SESSION INTERNET ADVERTISING SYSTEM**

ISSUE DATE: 06/10/2008

## SYSTEM

ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION

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ASSIGNMENT OF APPLICATION

WHEREAS, we, Andrew J. Vilcauskas, Jr., of Tualatin, Oregon; Robert D. Bloodgood III, of Portland, Oregon; and Matthew G. Middleton, of Portland, Oregon, have invented a POST-SESSION INTERNET ADVERTISING SYSTEM, hereinafter referred to as the "invention," for which on an even date herewith we executed an application for United States Letters patent.

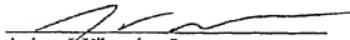
WHEREAS, ExitExchange Corporation, herein referred to as "Assignee," whose mailing address is 921 S.W. Washington Street, Suite 224, Portland, Oregon 97205 is desirous of acquiring the entire right, title, and interest in the same.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and other good and valuable consideration, we, by these presents do hereby sell, assign, and transfer unto the Assignee (1) the full and exclusive right to the invention for the United States and all foreign countries, (2) the entire right, title, and interest in and to any and all Patents which may be granted therefore, in the United States or any foreign country, and (3) any divisions, continuations, continuations in part, improvements, reissues, or extensions that may be made or granted thereon, in the United States or any foreign country.

FURTHER, we agree to execute further instruments proper for effectuating the premises.

FURTHER, we hereby authorize and request the Commissioner of Patent and Trademarks to issue the patent(s) to the Assignee of the entire right, title, and interest in and to the same, for Assignee's sole use and behoof; and for the use and behoof of Assignee's legal representatives, to the full end of the term for which the patent(s) may be granted, as fully and entirely as the same would have been held by me/us had this assignment and sale not been made.

Dated May 24, 2001

  
Andrew J. Vilcauskas, Jr.

Dated May 24, 2001

  
Robert D. Bloodgood III

COPY

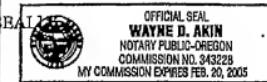
ated May 24, 2001

Matthew G. Middleton

#### ACKNOWLEDGMENT

ate of OREGON )  
ounty of MULTNOMAH ) SS:

before me personally appeared said Andrew J. Vilcauskas, Jr. and acknowledged the foregoing instrument to be his free act and deed this 24th day of May, 2001.

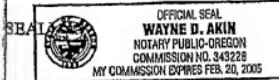


Wayne D. Akin  
Notary Public - Oregon  
My Commission Expires: Feb. 20, 2005

## ACKNOWLEDGMENT

State of OREGON )  
County of MULTNOMAH ) SS:

before me personally appeared said Robert D. Bloodgood III and acknowledged the foregoing instrument to be his free act and deed this 24th day of May, 2001.



Wayne D. Akin  
Wayne D. Akin  
Notary Public - Oregon  
My Commission Expires: Feb. 20, 2005

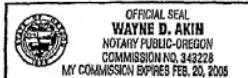
COPY

ACKNOWLEDGMENT

te of OREGON )  
 ) SS:  
unty of MULTNOMAH )

fore me personally appeared said Matthew G. Middleton and acknowledged the foregoing  
instrument to be his free act and deed this 24th day of May, 2001.

BAL]



*Wayne D. Akin*  
Wayne D. Akin  
Notary Public - Oregon  
My Commission Expires: Feb. 20, 2005